



WXYZ

ORDER

Print Date 11/13/12 Page 1 of 5

Flight Dates **10/31/12-11/06/12**

Contract / Revision **316105 /** **Protecting Michigan Taxpayers**

Original Date / Revision Agency Com 15%

10/26/12 11/02/12 Billing Contact

Advertiser **Protecting Michigan Taxpay**
P. O. Box 25093
Alexandria, VA 22313

Agency **Main Street Media**

Buying Contact
P. O. Box 25093
Alexandria, VA 22313
Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **1302**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL ISS
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
 Dave Lombardo

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Dave Lombardo | 100% | | |

| Order Share % | Market Value |
|-------------------|------------------------|
| Competing Station | % of Order Amount |
| CABLE | % |
| UNKWN | 100% |
| WADL | % |
| WDIV | % |
| WDWB | % |
| WJBK | % |
| WKBD | % |
| WLPC | % |
| WPXD | % |
| WTVS | % |
| WWJ | % |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|---------------------|---------------------|-------------|------------|----------|---------|--------------|--------------|
| November 2012 | 75 | \$270,342.50 | \$318,050.00 | 0.00 | 10/29/12 | 11/06/12 | 75 | \$270,342.50 | \$318,050.00 |
| Totals | 75 | \$270,342.50 | \$318,050.00 | 0.00 | | | | | |

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|---------------------------------|-------|----------------|-------------------|-----|-------------|------------|---------------|----------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 1 | WXYZ | 10/31/12 | 11/02/12 | 5am News M-F 5am News M-F | CM | 5-6am M-F | -- WTF-- | :30 | 3 | \$1,500.00 | FX | 0.00 NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | 3 | | \$1,500.00 | | 0.00 | | | |
| N 2 | WXYZ | 11/05/12 | 11/06/12 | 5am News M-F 5am News M-F | CM | 5-6am M-F | MT----- | :30 | 2 | \$1,500.00 | FX | 0.00 NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | MT----- | | | 2 | | \$1,500.00 | | 0.00 | | | |
| N 3 | WXYZ | 10/31/12 | 11/02/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | -- WTF-- | :30 | 1 | \$3,000.00 | FX | 0.00 NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | |



WXYZ

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Contract / Revision **316105** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1302**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|-------------------------------------|-------|----------------|----------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 3 | WXYZ | 10/31/12 | 11/02/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | -- WTF-- | :30 | 1 | \$3,000.00 | FX | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 1 | \$3,000.00 | | 0.00 | | | |
| N 4 | WXYZ | 11/05/12 | 11/06/12 | 6am News M-F Action News 6am | CM | 6-7am M-F | MT----- | :30 | 2 | \$3,000.00 | FX | 0.00 | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | MT----- | | | | | 2 | \$3,000.00 | | 0.00 | | | |
| N 5 | WXYZ | 10/31/12 | 11/02/12 | M-F 9a-10a M-F 9a-10a | CM | 9-10am M-F | -- WTF-- | :30 | 3 | \$2,000.00 | FX | 0.00 | NM | 3 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$2,000.00 | | 0.00 | | | |
| N 6 | WXYZ | 11/05/12 | 11/06/12 | M-F 9a-10a M-F 9a-10a | CM | 9-10am M-F | MT----- | :30 | 2 | \$2,000.00 | FX | 0.00 | NM | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | MT----- | | | | | 2 | \$2,000.00 | | 0.00 | | | |
| N 7 | WXYZ | 10/31/12 | 11/02/12 | M-F 10a-11a M-F 10a-11a | CM | 10-11am M-F | -- WTF-- | :30 | 3 | \$1,800.00 | FX | 0.00 | NM | 3 | \$5,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$1,800.00 | | 0.00 | | | |
| N 8 | WXYZ | 11/05/12 | 11/06/12 | M-F 10a-11a M-F 10a-11a | CM | 10-11am M-F | MT----- | :30 | 2 | \$1,800.00 | FX | 0.00 | NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | MT----- | | | | | 2 | \$1,800.00 | | 0.00 | | | |
| N 9 | WXYZ | 10/31/12 | 11/02/12 | 12-1pm M-F 12-1pm | CM | 12-1pm | -- WTF-- | :30 | 3 | \$2,500.00 | FX | 0.00 | NM | 3 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$2,500.00 | | 0.00 | | | |
| N 10 | WXYZ | 11/05/12 | 11/06/12 | 12-1pm M-F 12-1pm | CM | 12-1pm | MT----- | :30 | 2 | \$2,500.00 | FX | 0.00 | NM | 2 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | MT----- | | | | | 2 | \$2,500.00 | | 0.00 | | | |
| N 11 | WXYZ | 10/31/12 | 11/02/12 | M-F 1p-2p The Chew | CM | 1-2pm M-F | -- WTF-- | :30 | 3 | \$2,000.00 | FX | 0.00 | NM | 3 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$2,000.00 | | 0.00 | | | |
| N 12 | WXYZ | 11/05/12 | 11/05/12 | M-F 1p-2p The Chew | CM | 1-2pm M-F | M----- | :30 | 1 | \$2,000.00 | FX | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N 13 | WXYZ | 10/31/12 | 11/02/12 | M-F 2p-3p 2-3pm General Hospital | CM | 2-3pm M-F | -- WTF-- | :30 | 3 | \$2,500.00 | FX | 0.00 | NM | 3 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$2,500.00 | | 0.00 | | | |
| N 14 | WXYZ | 11/05/12 | 11/05/12 | M-F 2p-3p 2-3pm General Hospital | CM | 2-3pm M-F | M----- | :30 | 1 | \$2,500.00 | FX | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| N 15 | WXYZ | 10/31/12 | 11/02/12 | M-F 3p-4p M-F 3p-4p | CM | 3-4pm M-F | -- WTF-- | :30 | 3 | \$1,500.00 | FX | 0.00 | NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



WXYZ

Print Date: 11/13/12

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Contract / Revision **316105** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1302**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|----------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N 15 | WXYZ | 10/31/12 | 11/02/12 | M-F 3p-4p M-F 3p-4p | CM | 3-4pm M-F | -- WTF-- | :30 | 3 | \$1,500.00 | FX | 0.00 | NM | 3 | \$4,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$1,500.00 | | 0.00 | | | |
| N 16 | WXYZ | 11/05/12 | 11/05/12 | M-F 3p-4p M-F 3p-4p | CM | 3-4pm M-F | M----- | :30 | 1 | \$1,500.00 | FX | 0.00 | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$1,500.00 | | 0.00 | | | |
| N 17 | WXYZ | 10/31/12 | 11/02/12 | M-F 4-5pm Dr. Oz | CM | 4-5pm M-F | -- WTF-- | :30 | 3 | \$2,500.00 | FX | 0.00 | NM | 3 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$2,500.00 | | 0.00 | | | |
| N 18 | WXYZ | 11/05/12 | 11/05/12 | M-F 4-5pm Dr. Oz | CM | 4-5pm M-F | M----- | :30 | 1 | \$2,500.00 | FX | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| N 19 | WXYZ | 10/31/12 | 11/02/12 | 5p News 5-6pm M-F | CM | 5-6pm M-F | -- WTF-- | :30 | 3 | \$3,000.00 | FX | 0.00 | NM | 3 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$3,000.00 | | 0.00 | | | |
| N 20 | WXYZ | 11/05/12 | 11/05/12 | 5p News 5-6pm M-F | CM | 5-6pm M-F | M----- | :30 | 1 | \$3,000.00 | FX | 0.00 | NM | 1 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$3,000.00 | | 0.00 | | | |
| N 21 | WXYZ | 10/31/12 | 11/02/12 | 6p News 6-630pm M-F | CM | 6-630pm M-F | -- WTF-- | :30 | 3 | \$3,500.00 | FX | 0.00 | NM | 3 | \$10,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$3,500.00 | | 0.00 | | | |
| N 22 | WXYZ | 11/05/12 | 11/05/12 | 6p News 6-630pm M-F | CM | 6-630pm M-F | M----- | :30 | 1 | \$3,500.00 | FX | 0.00 | NM | 1 | \$3,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$3,500.00 | | 0.00 | | | |
| N 23 | WXYZ | 10/31/12 | 11/02/12 | 7p News M-F 7-730p | CM | 7-730pm M-F | -- WTF-- | :30 | 3 | \$4,000.00 | FX | 0.00 | NM | 3 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$4,000.00 | | 0.00 | | | |
| N 24 | WXYZ | 11/05/12 | 11/05/12 | 7p News M-F 7-730p | CM | 7-730pm M-F | M----- | :30 | 1 | \$4,000.00 | FX | 0.00 | NM | 1 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$4,000.00 | | 0.00 | | | |
| N 25 | WXYZ | 10/31/12 | 11/02/12 | Access M-F 730-8pm M-F 730-8pm | CM | 730-8pm M-F | -- WTF-- | :30 | 3 | \$5,000.00 | FX | 0.00 | NM | 3 | \$15,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | -- WTF-- | | | | | 3 | \$5,000.00 | | 0.00 | | | |
| N 26 | WXYZ | 11/05/12 | 11/05/12 | Access M-F 730-8pm M-F 730-8pm | CM | 730-8pm M-F | M----- | :30 | 1 | \$5,000.00 | FX | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$5,000.00 | | 0.00 | | | |
| N 27 | WXYZ | 11/05/12 | 11/05/12 | MO 8-10pm Dancing MO 8-10pm Dancing | CM | 8-10p | M----- | :30 | 1 | \$25,000.00 | FX | 0.00 | NM | 1 | \$25,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



WXYZ

Print Date: 11/13/12

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Contract / Revision **316105** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1302**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|------|-------------------|-----------------|--|-------|----------------|------------------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N27 | WXYZ | 11/05/12 | 11/05/12 | MO 8-10pm Dancing MO 8-10pm Dancing | CM | 8-10p | M----- | :30 | 1 | \$25,000.00 | FX | 0.00 | NM | 1 | \$25,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$25,000.00 | | 0.00 | | | |
| N28 | WXYZ | 10/31/12 | 11/02/12 | Late News M-Su 11pm Action News Updat | CM | 11-1135pm | M-Sun-- WTF-- | :30 | 1 | \$6,500.00 | FX | 0.00 | NM | 1 | \$6,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -- WTF-- | | | | | 1 | \$6,500.00 | | 0.00 | | | |
| N29 | WXYZ | 11/05/12 | 11/05/12 | Late News M-Su 11pm Action News Updat | CM | 11-1135pm | M-SunM----- | :30 | 1 | \$6,500.00 | FX | 0.00 | NM | 1 | \$6,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | M----- | | | | | 1 | \$6,500.00 | | 0.00 | | | |
| N30 | WXYZ | 11/02/12 | 11/02/12 | Friday Prime C Friday Prime C | CM | 10-11pm | Friday ---- F-- | :30 | 1 | \$15,000.00 | FX | 0.00 | NM | 1 | \$15,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | ---- F-- | | | | | 1 | \$15,000.00 | | 0.00 | | | |
| N31 | WXYZ | 11/03/12 | 11/03/12 | GMA SAT 7-8am GMA SAT 7-8am | CM | SAT 7-8am | -----S- | :30 | 1 | \$2,000.00 | FX | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -----S- | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N32 | WXYZ | 11/03/12 | 11/03/12 | Early News Sa 7p (Foll Sa 7-8p | CM | 7pm Sat | -----S- | :30 | 1 | \$2,500.00 | FX | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -----S- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| N33 | WXYZ | 11/03/12 | 11/03/12 | ABC Saturday Night Foc ABC's Saturday Night Foc | CM | SA 8pm-1130pm | -----S- | :30 | 1 | \$7,500.00 | FX | 0.00 | NM | 1 | \$7,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -----S- | | | | | 1 | \$7,500.00 | | 0.00 | | | |
| N34 | WXYZ | 11/04/12 | 11/04/12 | GMA SUN 7-8am GMA SUN 7-8am | CM | SUN 7-8am | -----S | :30 | 1 | \$2,000.00 | FX | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -----S | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| N35 | WXYZ | 11/04/12 | 11/04/12 | Early News Su Su 6-630p | CM | 6-630pm | -----S | :30 | 1 | \$2,500.00 | FX | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -----S | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| N36 | WXYZ | 11/04/12 | 11/04/12 | Sunday Prime A Sunday Prime A | CM | 7-8pm | -----S | :30 | 1 | \$12,000.00 | FX | 0.00 | NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -----S | | | | | 1 | \$12,000.00 | | 0.00 | | | |
| N37 | WXYZ | 11/04/12 | 11/04/12 | Sunday Prime B Sunday Prime B | CM | 8-9pm | -----S | :30 | 1 | \$15,000.00 | FX | 0.00 | NM | 1 | \$15,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -----S | | | | | 1 | \$15,000.00 | | 0.00 | | | |
| N38 | WXYZ | 11/04/12 | 11/04/12 | Sunday Prime C Sunday Prime C | CM | 9-10pm | -----S | :30 | 1 | \$20,000.00 | FX | 0.00 | NM | 1 | \$20,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -----S | | | | | 1 | \$20,000.00 | | 0.00 | | | |
| N39 | WXYZ | 10/31/12 | 10/31/12 | Wednesday Prime B Wednesday Prime B | CM | 9-10pm | Wednesda - W---- | :30 | 1 | \$25,500.00 | FX | 0.00 | NM | 1 | \$25,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/31/12 | 11/06/12 | -----S | | | | | 1 | \$25,500.00 | | 0.00 | | | |



WXYZ

Print Date: 11/13/12

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Contract / Revision **316105** Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 11/02/12

Order Sep 00:20:00

Advertiser **Protecting Michigan Taxpa** Product **Protecting Michigan Taxpay** Estimate # **1302**

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|--|-------|-----------------|---------------|-----|-------------------|-------------|-----|---------------|------|--------|--------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| N39 | WXYZ | 10/31/12 | 10/31/12 | Wednesday Prime B Wednesday Prime B | CM | 9-10pm Wednesda | - W - - - | :30 | 1 | \$25,500.00 | FX | 0.00 | NM | 1 | \$25,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | - - W - - - | | | | | 1 | \$25,500.00 | | 0.00 | | | |
| N40 | WXYZ | 10/31/12 | 11/02/12 | GMA M-F 7-9am M-F 7-9am | CM | 7-9am M-F | - - WTF - - | :30 | 3 | \$3,000.00 | FX | 0.00 | NM | 3 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | - - WTF - - | | | | | 3 | \$3,000.00 | | 0.00 | | | |
| N41 | WXYZ | 11/05/12 | 11/06/12 | GMA M-F 7-9am M-F 7-9am | CM | 7-9am M-F | MT - - - - - | :30 | 2 | \$3,000.00 | FX | 0.00 | NM | 2 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | MT - - - - - | | | | | 2 | \$3,000.00 | | 0.00 | | | |
| N42 | WXYZ | 11/03/12 | 11/03/12 | ABC College Ftbal 330-7pm ABC's Clge Ftbl 330-7pm | CM | 330-7pm | - - - - - S - | :30 | 1 | \$15,050.00 | FX | 0.00 | NM | 1 | \$15,050.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | - - - - - S - | | | | | 1 | \$15,050.00 | | 0.00 | | | |
| N43 | WXYZ | 11/03/12 | 11/03/12 | SA 8-10am Action News SA 8-10am Action News | CM | 8-10a | - - - - - S - | :30 | 1 | \$2,000.00 | FX | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/31/12 | 11/06/12 | - - - - - S - | | | | | 1 | \$2,000.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 75 | \$318,050.00 |